



# USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jun 13, 2008

## NATIONAL SUMMARY

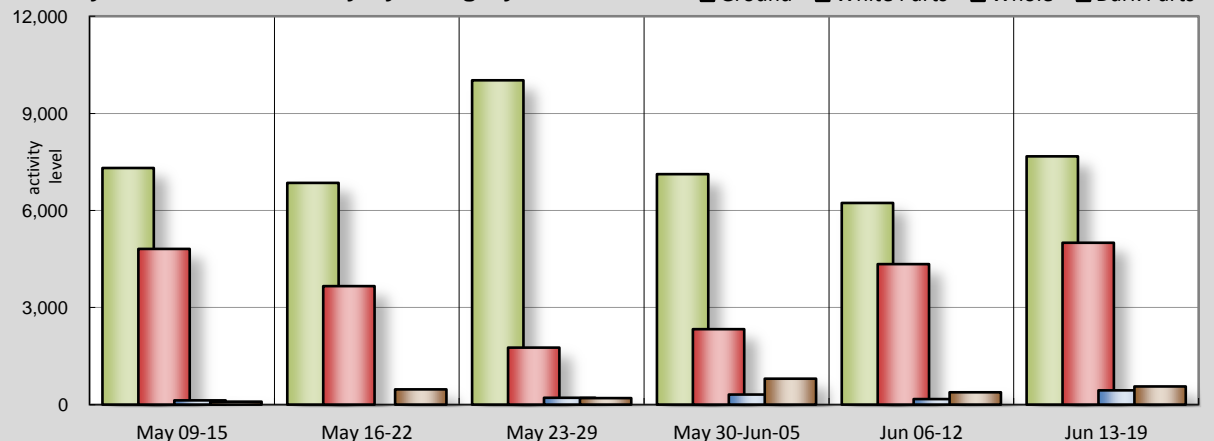
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	41.8% of 18,000 outlets		37.5% of 18,000 outlets		42.5% of 17,000 outlets	
Special Rate <sup>4/</sup>	5.8%		4.9%		2.6%	
Activity Index <sup>2/</sup>	14,370		12,310		9,750	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	10	1.39	140	1.34	50	1.83
" - Toms	10	1.39			50	1.83
Frozen - Hens	210	0.99	20	0.94	10	1.09
" - Toms	210	0.99	10	0.99	10	1.09
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	700	2.12	210	0.99	310	1.73
Frozen	650	1.47	1,020	1.65	360	1.44
<b>Hotel Style</b>						
Fresh			300	1.04		
Frozen						
<b>Split, bone-in</b>						
Fresh					40	2.49
Rotisserie	50	7.52	1,010	7.73	500	7.59
<b>Boneless, whole</b>						
Fresh	220	4.89	10	3.99	50	3.99
Frozen						
<b>Cutlets</b>						
Fresh	1,780	4.53	600	4.24	310	3.99
Frozen	10	4.39	100	4.99		
<b>Strips</b>						
Fresh	260	4.54	380	3.99		
Frozen						
<b>Tenders</b>						
Fresh	1,330	4.14	710	3.94	280	3.05
Frozen						
<b>Marinated Tenders</b>						
Fresh	630	3.44	1,110	3.95	770	3.65
Frozen						
<b>Drumsticks</b>						
Fresh	240	1.28	160	1.65	50	2.07
Frozen						
<b>Thighs</b>						
Fresh	60	1.79	140	1.69		
Frozen						
<b>Wings</b>						
Fresh	220	1.27	40	1.54	30	1.46
Frozen						
<b>Necks</b>						
Fresh	20	1.54	20	1.39	10	1.39
Frozen						
<b>Smoked Drumsticks</b>						
Fresh			10	2.29		
Frozen						
<b>Smoked Wings</b>						
Fresh	10	1.39	10	2.29	10	0.99
Frozen						
<b>Smoked Necks</b>						
Fresh	10	1.39				
Frozen						
<b>GROUND TURKEY:</b>						
Patties	7,670	2.58	6,230	2.64	6,760	2.66
Sausage						
85% lean	1,880	2.31	380	2.26	540	2.87
93% lean	2,090	2.42	880	2.58	2,310	2.54
Breast	580	1.98	510	1.65	1,020	1.97
Rolls (frsh/frz 1 lb.)	1,780	2.20	3,250	2.34	1,850	2.46
	1,340	3.98	1,210	4.00	1,040	3.88
	70	1.77	80	1.18	150	1.01

Note: rolls not included in ground fresh ground turkey total and weighted average.

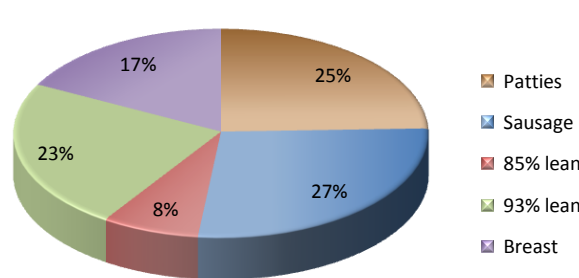
## This Week's Turkey Feature Highlights

The National feature rate is higher as more retailers in all three regions offer turkey this week. Promotions increase on frozen hens and toms and average prices are higher on hens, steady on toms. Bone-in breast are still popular, but with ads more evenly split than a week ago. Fresh bone-in breasts are offered more freely but prices are sharply higher while frozen offers slow and prices fall. Rotisserie ads retreat and grilling items take center stage. Cutlets and tenders are the popular cuts and average prices are higher. Drums and wings are more available this week while thighs and necks slow. Prices are mixed. Ground turkey recovers from last week's low levels due to very active promotions on patties and sausage and a resurgence of ground breast in the East. Many ads are targeting Father's Day with beef cuts for the grill but poor weather conditions in parts of the country could restrict any outdoor activity.

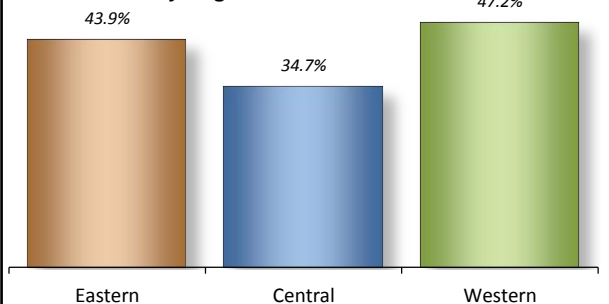
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	43.9% of 8,100 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 7,420			34.7% of 5,650 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 2,280			47.2% of 4,250 sampled outlets 13.1% of stores w/ no-price promotions Activity Index = 4,600		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.39	10	1.39						
" - Toms	1.39	10	1.39						
Frozen - Hens	0.99	180	0.99	0.99	30	0.99			
" - Toms	0.99	180	0.99	0.99	30	0.99			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.69	550	2.15	1.79 - 2.19	130	2.07	1.69	20	1.69
Frozen	0.99 - 1.59	540	1.44	0.99 - 1.99	90	1.56	1.79	20	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie				6.99 - 7.99	50	7.52			
Boneless, whole	4.89	90	4.89	4.89	130	4.89			
Cutlets	2.99 - 4.99	530	4.42	3.99 - 4.89	140	4.83	3.99 - 4.56	1,110	4.54
Cutlets, thin sliced	4.39	10	4.39						
Strips				3.99	10	3.99	4.56	250	4.56
Tenders	4.89	90	4.89	3.99 - 4.89	140	4.80	3.99 - 4.00	1,100	3.99
Marinated Tenders	1.87 - 4.26	580	3.40	3.73 - 3.99	40	3.88	3.99	10	3.99
Drumsticks	1.19 - 1.49	210	1.27	1.39	30	1.39			
Thighs		60	1.79						
Wings	1.19 - 1.39	200	1.25	1.39	20	1.39			
Necks	1.59	10	1.59	1.49	10	1.49			
Smoked Drumsticks									
Smoked Wings				1.39	10	1.39			
Smoked Necks				1.39	10	1.39			
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	1,370	2.10	1.99 - 2.87	110	2.34	2.99 - 3.29	400	3.01
Sausage	1.89 - 2.92	1,360	2.46	1.83 - 3.19	690	2.32	2.46 - 3.49	40	2.92
85% lean	1.76 - 1.99	30	1.82	1.99	240	1.99	1.99	310	1.99
93% lean	1.76 - 2.50	900	2.03	1.88 - 3.00	360	2.22	2.39 - 2.80	520	2.48
Breast (99-100% lean)	3.19 - 3.99	510	3.83	4.39	10	4.39	3.99 - 4.39	820	4.06
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.50 - 2.50	60	1.90			